

Say It In Frosting Corporate DTC Lead Generation Funnel



Corporate LinkedIn Ad Post

2-Minute LinkedIn Video Ad Script

Visual	Audio
<p>0:00 A busy corporate event or tradeshow.</p>	<p>Are you tired of run-of-the-mill branded swag?</p> <p>Do you want to stand out in the sea of impersonal, tech-heavy marketing?</p> <p>Do you want to give your customers something that doesn't make them feel like a walking billboard—but ensures they'll be raving about your brand to everyone in earshot?</p>
<p>0:12 Montage of marketing graphics, SEO, AI, etc. People scrolling on phones.</p>	<p>Now more than ever, effective brand marketing can spell the difference between staying top of mind or falling into obscurity.</p> <p>With the influx of AI and incessant selling everywhere you look, attracting customers and strategic partners demands out-of-the-box strategies and authentic connections...</p>
<p>0:26 Cut to someone tossing piles of hats and pens on a table or being forgotten.</p>	<p>And branded hats, pens, and notepads just aren't cutting it anymore.</p>

0:30: Actor appears on scene. They're dressed business casual and leaning against an empty table in a boardroom.

0:51 Shift to a montage of SiiF bakers baking, excited people receiving deliveries, and spliced shots of actual products.

1:01 Montage of different people collaborating.

But what if you could practically ensure your brand marketing investments won't end up forgotten at the bottom of a drawer?

What if you could gift prospects *and* loyal customers a unique and delicious experience they'll never forget?

And—**what if**—regardless of your teams' bandwidth, deadlines, or campaign goals... it didn't take hours of brainstorming, designing, and going back and forth on samples?

But happened in just a few clicks?

Those aren't "**what-ifs**" anymore when you elevate your brand marketing with Say It In Frosting, the premier branded baked goods platform.

Just place your order and upload your logo, and our team of marketing, design, and baking experts take care of the rest!


Once you place your order, our team converts your graphics into edible assets, which are sent – or directly printed by – one of our carefully vetted bakeries operating near your desired delivery address.

Your order is then baked fresh, styled with your impeccable branding graphics, and hand-delivered to you or your customer.


<p>1:14 Fade to black.</p> <p>1:15 Fade back to actor as they approach a Say It In Frosting cake as the camera zooms in</p> <p>1:27 As the actors enjoy the deserts, blur the visuals</p> <p>1:35 Fade in the Say It In Frosting Logo.</p>	<p>With their supply closets and desks already filled to the brim with traditional swag... just imagine the wow factor when customers and prospects are pleasantly surprised by a box full of beautifully crafted – and unbelievably delicious – desserts.</p> <p>From holiday gift-giving to promotional materials for every tradeshow or networking event...</p> <p>Deliver decadent brand marketing that your customers can't get enough of.</p> <p>If you want to say it right—<i>then Say it in Frosting!</i></p>
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Caption Copy:

With AI, SEO, and the digital landscape more saturated than ever...

 Smart marketers understand that a new approach to brand marketing is key to attracting customers who long for more authentic and less spammy marketing in 2025.

Instead of trying to turn them into billboards, what if you left a great taste in their mouth that they can't stop talking (*or thinking*) about?

What if you could accomplish all that—and support small businesses—in just a few clicks? 

Say It In Frosting is the premier branded delicacies platform that puts thousands of carefully screened, vetted, and exceptional bakers across the country.

Visit our website to view our fully customizable branded desserts...

CTA: Or subscribe to our Newsletter for a 10% discount on your first order.

Deliver decadent brand marketing your customers can't get enough of

Forget pens, notepads—and yes—even the tried-and-true branded baseball cap... it's time to elevate your brand marketing and customer appreciation campaigns to an irresistible new level.

- Interested in leaving a great taste in the mouths and minds of your customers for the holidays?
- Have a special event or tradeshow coming up and want to wow attendees?
- Ready to *truly* do something unique, unforgettable, and *useful* with your brand marketing?

Say It In Frosting is the premier corporate marketing service that helps you deliver the freshest, most delicious branded edible delicacies to your clients and company events. From sheet cakes to cupcakes and everything in between... your competition will be left with nothing but *crumbs* when you *say it in frosting*.

[CTA 1: View our catalog of exceptional confections—hand-delivered to your customers.]

How it works:

Step 1: Visit the Say It In Frosting website to browse our section of cakes, cupcakes, and beyond.

Step 2: Place your order using our comprehensive and user-friendly shopping platform

Step 3: Upload your graphic (via one of the required formats).

Step 4: *Cross your branding* We connect *them* with the best baker in the area where their order will need to be delivered (this ensures every item is baked fresh—and your exceptional skills get to shine.)

Step 4: You bake “*the goods*,” and we send you the edible graphics for the frosting.

Step 5: You (or a 3rd-party delivery service) drop off the final order in your local area.

Step 6: Your *renown* grows. Your *customer base* grows. Your *revenue* grows.

[CTA 2: Subscribe to our newsletter for 10% discount on your first order.]

[\[Sign up form here\]](#)

Email 1: Welcome Email

Hello [Name],

Welcome to the premier network for all of your branded baking needs.

From elevating your corporate events or promotional prowess with desserts (almost) too beautiful to eat to wowing customers and clients with stunning and delectable appreciation gifts, all it takes is one bite to know you're *never* going back to traditional branded merchandise again.

With 10 years in the business and working with major enterprises like HBO and [give me another name], your company now has full access to a national network of *thousands* of exceptional pastry and baking professionals, so no matter where you are—you can have customizable, personally branded, and *freshly* made desserts delivered directly to your office, event, trade show—and clients.

Be sure to mark our emails with priority, so you don't miss out on special promotions. We're not pushy, so you'll only hear from us when we have something you'll really want to know about!

If you have any question about how our process works, our team, or our bakers' network, just hit reply to this email, and we'll be in touch ASAP.

[CTA: Check out our customization options.]

Looking forward to creating incredible things for you!

Email 2: Nurture Email—Provide a one-time promotional code

Hello again [Name],

Thank you very much for considering Say It In Frosting branded baking services, and for joining our email list.

We wanted to share a special discount with you to show our appreciation.

Use code: **[CODE]** on your next order of \$100 or more, and receive a one time 10% discount!

There's no expiration, so feel free to use it today, tomorrow, or next year. Say It In Frosting's entire purpose is making marketing easier for our customers *and* bakers, which means accommodating *your* schedule.

If you're interested in learning more about our rates, and any additional savings you may be eligible for...

[CTA: Visit our pricing page]

Abandoned Cart Email 1: Friendly Reminder

Subject Line A: Hi [Name], here's your order status update

Subject Line B: Did we hit a snag? Is there egg on our face?

Hello [Name],

We saw that you began placing a custom order a few days ago, but it's still in your cart. We just wanted to reach out to see if there are any questions or concerns we could help with?

Feel free to just hit reply on this email, and we'll be in touch ASAP to help!

Otherwise, thank you so much for being a part of our network, and we can't wait to work with you!

[View your cart and claim your 10% discount](#)

–The SiiF Team

Abandoned Cart Email 2: Provide additional one-time discount

Subject Line A: Another gift on us when you're ready, [Name]

Subject Line B: You win the abandoned cart chicken—here's a BIGGER discount!

Hi [Name],

Thank you very much for considering Say It In Frosting branded baking services. We just wanted to follow up one more time to see if there's any additional support you need placing an order.

But that's not all!

We want to ensure you never doubt how much we value you, so we'd like to offer you a **15% discount** off of your first order (over \$100) instead of 10%!

[Go to check out to enter your 15% discount code](#)

Don't worry if you're still not quite ready to place your order, **this offer never expires.** :)

Please let us know if we can help, or if you have any questions!

-The SiiF Team
